

Advisory Committee of Council Information Report



Committee	Transit Advisory Committee
Meeting Date	Thursday, May 16, 2024
Subject	Route 3 Westmount, 11 Silvercreek, 20 Northwest Industrial Review and Planning Programme results

Description

Guelph Transit communication with TAC for the Review and Planning Programme route review results as it relates to upcoming adjustments.

Executive Summary

Purpose of Report

Inform the Transit Advisory Committee on the results of the Review and Planning Programme (RAPP) review for routes 3 Westmount, 11 Silvercreek, and 20 Northwest Industrial.

Key Findings

Upon completing the review of routes 3 Westmount, 11 Silvercreek, and 20 Northwest Industrial, some efficiencies could be improved on each of the routes examined.

The following final changes are planned to be implemented on May 5, 2024:

11 Silvercreek

- Schedule adjusted for better on-time performance.

The following final changes are planned to be implemented on September 1, 2024:

3 Westmount

- Schedule adjusted for better on-time performance.

20 Northwest Industrial

- Schedule adjusted for better on-time performance.

Upcoming review: Exploration of reallocation of services for routes 3 Westmount and 11 Silvercreek.

Strategic Plan Alignment

Guelph plans and strategies name transit as an integral part when moving throughout the City. The City's Strategic Plan looks at investing in a better transit system to help achieve the goals of each theme.

The review of RAPP reviews and the final decisions align with the following theme:

- City Building
 - o 8.0 Make it easier to get around.

Financial Implications

There are no financial impacts with these adjustments.

Report

Details

Guelph Transit has completed 3 new reviews within the Review and Planning Programme (RAPP) ranging from December 2023 to April 2024, which included the examination of routes 3 Westmount, 11 Silvercreek, and 20 Northwest Industrial.

Each route and its review options are outlined below, with final decisions outlined at the end.

Route 3 Westmount

Route 3 Westmount was chosen for review to examine both on-time performance and passenger demand.

Current service levels

- Weekdays: 30-minute service from 5:45 a.m. to approximately 7:00 a.m.; 20-minute service from 7:00 a.m. to approximately 6:00 p.m.; and 30-minute service from 6:00 p.m. to 12:15 a.m.
- Saturdays: 30-minute service from 5:45 a.m. to 12:15 a.m.
- Sundays: 30-minute service from 9:15 a.m. to 6:45 p.m.

On-time performance

The on-time performance of route 3 on weekdays is poor as shown through route performance monitoring and operator and customer feedback. An analysis of the data showed that the scheduled times on weekdays are too widespread and should be reduced to increase on-time performance and to reallocate these resources to routes that have much higher passenger demand and require more frequency.

Operator and customer feedback

RAPP spoke to operators and customers, gathering both in-person and written feedback. Over 97 customer feedback forms were collected with information about service trends, concerns about route performance, and overall customer satisfaction. The top response from customers on how best to improve their customer experience was to have longer service hours on Sundays.

Operator and customer feedback were paired with statistical analysis of on-time performance data and passenger loads analysis.

Passenger demand

Route 3 Westmount is within the bottom 5 routes for passenger boardings, ranked 22 out of 26 routes for passenger performance with approximately 520 average daily weekday boardings. Analysis showed that passenger demand and service levels on this route are not well matched, and the route is not performing at its highest efficiency.

Options examined

There were five different options that RAPP examined to address on-time performance.

These options included:

1. Reduce frequency to move resources to better-performing route(s).
2. Adjust the route onto new roadways to aid with timing.
3. Remove portions or re-route to aid with timing.
4. Adjust route timing only.
5. Make no changes.

Selected options

Phase 1 – Beginning May 5, 2024

- Option 4 – schedule changes
 - o Route 11 will have adjusted schedule times for weekdays, Saturday, and Sunday to improve on-time performance.

Phase 2 – After this introduction, RAPP will assess the possibility of combining two of the proposed options (for a future date).

- Option 1 – frequency changes
 - o Examine if 3 Westmount can reduce weekday service to every 30 minutes all day long (from 5:45 a.m. to 12:15 a.m.).
- Option 3 – re-routing changes
 - o Examine if removing direct access into St. Joseph’s Health Centre will assist with better on-time performance.

Route 11 Silvercreek

Route 11 Silvercreek was chosen for review to examine both on-time performance and passenger demand.

Current service levels

- Weekdays: 30-minute service from 5:45 a.m. to 12:15 a.m.
- Saturdays: 30-minute service from 5:45 a.m. to 12:15 a.m.
- Sundays: 30-minute service from 9:15 a.m. to 6:45 p.m.

On-time performance

The on-time performance of route 11 on weekdays, Saturdays, and Sundays is poor as shown through route performance monitoring and operator and customer feedback. An analysis of the data showed that the scheduled times on weekdays are too short, and trip time and passenger demand would receive the best support by using reallocated resources from Route 3 to improve service. This analysis also showed that adjusting the schedules on Saturdays and Sundays would improve on-time performance to better meet the reality of the service.

Operator and customer feedback

RAPP spoke to operators and customers, gathering both in-person and written feedback. Over 112 customer feedback forms were collected with information about service trends, concerns about route performance, and overall customer satisfaction. The top responses from customers on how best to improve their customer experience were to have better on-time performance, more frequency, and less crowding on vehicles.

Feedback from operators also suggested that 20-minute service from 7:00 a.m. to 6:00 p.m. was the best option to support the route's on-time performance and passenger demand.

Operator and customer feedback were paired with statistical analysis of on-time performance data and passenger loads analysis.

Passenger demand

Route 11 Silvercreek is ranked 11 of 26 routes for passenger boardings, with approximately 918 average daily weekday boardings. Analysis showed that passenger demand and service levels on this route are not well matched, and the route is not performing at its highest efficiency.

Options examined

There were five different options that RAPP examined to address on-time performance.

These options included:

1. Increase frequency by taking resources from underperforming route(s).
2. Adjust route onto new roadways to aid with timing.
3. Remove portions or re-route to aid with timing.
4. Adjust route timing only.
5. Make no changes.

Selected options

RAPP recommended a phased approach of implementing one option beginning May 5, 2024, and combining two of the other options for a future planned date.

Phase 1 – Beginning May 5, 2024

- Option 4 – schedule changes

- Route 11 will have adjusted schedule times for weekdays, Saturday, and Sunday to improve on-time performance.

Phase 2 – After this introduction, RAPP will assess the possibility of combining two of the proposed options (for a future date).

- Option 1 – frequency changes
 - Looking to potentially increase the weekday service to every 30-minutes from 5:45 a.m. to approximately 7:00 a.m.; every 20-minutes from 7:00 a.m. to approximately 6:00 p.m.; and every 30-minutes from 6:00 p.m. to 12:15 a.m.
- Option 3 – routing changes
 - Looking to potentially change the inbound routing for 11 Silvercreek to Guelph Central Station.

Route 20 Northwest Industrial

Route 20 Northwest Industrial was chosen for review to examine both on-time performance and passenger demand.

Current service levels

- Weekdays: 30-minute service from 5:45 a.m. to 12:15 a.m.
- Saturdays: 30-minute service from 5:45 a.m. to 12:15 a.m.
- Sundays: 30-minute service from 9:15 a.m. to 6:45 p.m.

On-time performance

The on-time performance of Route 20 on weekdays, Saturdays, and Sundays is poor as shown through route performance monitoring and operator and customer feedback. An analysis of the data showed that adjusting the schedules on weekdays, Saturdays and Sundays will improve on-time performance to better meet the reality of service.

Operator and customer feedback

RAPP spoke to operators and customers, gathering both in-person and written feedback. Over 140 customer feedback forms were collected with information about service trends, concerns about route performance, and overall customer satisfaction. The top responses from customers on how best to improve their customer experience were to have better transfer times, more frequency, and more shelter amenities at bus stops.

Operator feedback also suggested that adjusting the schedule on the route would provide better on-time performance.

Operator and customer feedback were paired with statistical analysis of on-time performance data and passenger loads analysis.

Passenger demand

Route 20 Northwest Industrial is within the top 5 routes for passenger boardings, ranked 4 out of 26 routes for passenger performance with approximately 1477 average daily weekday boardings. Analysis showed that passenger demand and service levels on this route are not well matched, and the route is not performing at its highest efficiency.

Options examined

1. Increase frequency by taking resources from underperforming route(s).
2. Adjust route onto new roadways to aid with timing.
3. Remove portions or re-route to aid with timing.
4. Adjust route timing only.
5. No change to current state.

Selected options

RAPP recommended one of the proposed options with a planned start date of September 1, 2024.

- Option 4 – schedule changes
 - o Route 20 will see adjusted schedule times for weekday, Saturday, and Sunday to improve on-time performance.

Final decisions

Routes 3, 11, and 20 cover a similar area within the city, so due to their interconnected nature for passenger use and travel, they were examined together.

Route 3 Westmount has historically had low passenger demand, though it has had higher frequencies from 7:00 a.m. to 6:00 p.m. (20-minute service) to provide time to drive to this area. New vehicle data to support the RAPP analysis (along with customer and operator feedback and passenger demand data) can provide more understanding of the current timing on Route 3 and how it could be adjusted in the future.

Phase 1 changes - RAPP will be implementing a schedule adjustment for Route 3 on September 1, 2024, to assist with on-time performance.

Phase 2 changes - RAPP will continue to explore if Route 3 Westmount could be adjusted in the following ways to support service on other routes:

- Reallocate 20-minute service to route 11 Silvercreek, reducing the 3 Westmount to 30-minute all-day weekday service (from 5:45 a.m. to 12:15 a.m.).
- Remove service into St. Joseph's Health Centre.
- Explore routing scenarios if express service is required.

Routes 11 Silvercreek and 20 Northwest Industrial are interconnected, as they both service passengers on Silvercreek Parkway North and Willow Road. Route 20 currently picks up most customers on these roads as the current route 11 bus arrives *after* route 20 has already completed pick-ups/drop-offs in this area. Better

on-time performance on both routes will provide better connections for customers between routes and better reliability. RAPP's analysis of the Route 3 Westmount will directly influence these two routes in the future if it is possible to reallocate resources.

Within the overall RAPP analysis, consideration for the upcoming Guelph Transit Future Ready Action Plan (FRAP) implementations were made. Decisions made in the RAPP review were measured against the upcoming plans in the Guelph Transit FRAP to ensure that they would not negatively affect future adjustments or budget requirements.

Overall summary of decisions

As of May 5, 2024, the following final changes are planned to be implemented:

- 11 Silvercreek
 - o Schedule adjusted for better on-time performance.

As of September 1, 2024, the following final changes are planned to be implemented:

- 3 Westmount
 - o Schedule adjusted for better on-time performance.
- 20 Northwest Industrial
 - o Schedule adjusted for better on-time performance.

Further exploration of routes 3 Westmount service and 11 Silvercreek service will be conducted to determine if the next steps to reallocate services are possible.

Financial Implications

There are no financial impacts with these adjustments.

Consultations

Guelph Transit and ATU 1189
Review and Planning Programme (RAPP) members
Transit Advisory Committee
Trapeze Group

Attachments

None.

Departmental Approval

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